

## Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 02670 161302Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----006600 162235Z /73

R 161129Z MAR 78  
FM AMEMBASSY TEHRAN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7456

UNCLAS TEHRAN 2670

E.O. 11652: N/A  
TAGS: BBSR IR  
SUBJ: ADS REQUEST: DON EMILIO PERFUMERS, INC. NEW PORT BEACH, CALIF.

REF: 76 STATE A-5078

THE EMBASSY CONTACTED SEVERAL POSSIBLE IMPORTERS/MANUFACTURERS OF  
PERFUMES IN IRAN, BUT WAS UNABLE TO ELICIT ANY FIRM INDICATION OF  
INTEREST BECAUSE OF FOLLOWING:

1. IN ORDER TO PROTECT LOCAL MANUFACTURERS OF EAU DE COLOGNE AND  
PERFUME, IRANIAN GOVERNMENT HAS IMPOSED HIGH TARIFFS ON THESE  
PRODUCTS. TARIFF ON EAU DE COLOGNE (BTN 33.06 A) FOR 77/78  
WAS 50 PERCENT OF CIF PLUS RLS. 300 (DOLS 4.26) PER KILO;  
RECORDED IMPORTS FOR 76/77 WERE 14.7 TONS VALUED AT DOLS 14,550,  
MOSTLY FROM US AND EUROPEAN PRODUCTS RE-EXPORTED THROUGH DUBAI.  
TARIFF ON PERFUME (BTN 33.06 B) FOR 77/78 WAS 50 PERCENT OF CIF  
PLUS RLS. 1,000 (DOLS 14.21) PER KILO; RECORDED IMPORTS  
FOR 76/77 WERE 2 METRIC TONS VALUED AT DOLS 50,273.  
IN ADDITION TO RECORDED IMPORTS, QUANTITIES OF PERFUMES AND  
EAU DE COLOGNE ARE ILLEGALLY ENTERED INTO IRAN. FINALLY,  
MANY IRANIANS PURCHASE SMALL QUANTITIES FOR PERSONAL USE  
WHILE OUTSIDE OF IRAN. AMERICAN BRANDS OF PERFUMES AND  
EAU DE COLOGNE, WHETHER IMPORTED OR LOCALLY PRODUCED, ARE  
LESS WELL KNOWN THAN FRENCH OR OTHER EUROPEAN BRANDS.

2. BEJKOOL COMPANY LTD.  
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PAGE 02 TEHRAN 02670 161302Z

NARMAK, SHAHRDAY AVENUE, WEST MINOOO AVENUE NO. 205-207-209  
TEHRAN  
CONTACT: MR. A.A. MODARESS FATHI, MANAGING DIRECTOR  
PHONE: 790240, 791494 AND 526240  
CABLE: OMIDBESHKOOL  
COMMENT: FIRM IMPORTS AND WHOLESALERS MEDICAL ITEMS AND  
BABY FOOD BOTH ON OWN ACCOUNT AND ON COMMISSION BASIS.

WAS ESTABLISHED IN 1973 WITH REGISTERED CAPITAL OF 1 MILLION  
RIALS. MR. MODARESS FATHI IS AN ENERGETIC BUSINESSMAN WHO  
HAS CLOSE CONTACTS WITH LOCAL TOILET PREPARATION MANUFACTURERS  
AND DRUGSTORES.  
SULLIVAN

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** REPORTS, BIOGRAPHIC INFORMATION, BUSINESS FIRMS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 16 mar 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978TEHRAN02670  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780118-0053  
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**Message ID:** 4bcea1c5-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION NEA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
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**Previous Handling Restrictions:** n/a  
**Reference:** 76 STATE A-5078  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3299375  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** ADS REQUEST: DON EMILIO PERFUMERS, INC. NEW PORT BEACH, CALIF.  
**TAGS:** BBSR, IR  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/4bcea1c5-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014